

**Site Inventory Form**  
**State Historical Society of Iowa**  
 (November 2005)

State Inventory No. 50-01649

New  Supplemental

Part of a district with known boundaries (enter inventory no.) 50-01703

Relationship:  Contributing  Noncontributing

Contributes to a potential district with yet unknown boundaries

National Register Status:(any that apply)  Listed  De-listed  NHL  DOE

9-Digit SHPO Review & Compliance (R&C) Number \_\_\_\_\_

Non-Extant (enter year) \_\_\_\_\_

**1. Name of Property**

historic name Salmon Paint & Wallpaper

other names/site number Birkenholz Realty; Matthias, Campbell, Tyler, Nuzum Law

**2. Location**

street & number 110-112 N. 2<sup>nd</sup> Ave. E.

city or town Newton  vicinity, county Jasper

Legal Description: (If Rural) Township Name \_\_\_\_\_ Township No. \_\_\_\_\_ Range No. \_\_\_\_\_ Section \_\_\_\_\_ Quarter of Quarter \_\_\_\_\_

(If Urban) Subdivision Original Plat Block(s) 10 Lot(s) 6

**3. State/Federal Agency Certification [Skip this Section]**

**4. National Park Service Certification [Skip this Section]**

**5. Classification**

Category of Property (Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

If Non-Eligible Property		If Eligible Property, enter number of:	
Enter number of:		Contributing	Noncontributing
—	buildings	<u>1</u>	—
—	sites	—	—
—	structures	—	—
—	objects	—	—
—	Total	<u>1</u>	—

Name of related project report or multiple property study (Enter "N/A" if the property is not part of a multiple property examination).

Title

Downtown Newton, Iowa

Historical Architectural Data Base Number

50-010

**6. Function or Use**

Historic Functions (Enter categories from instructions)

02E COMMERCE/TRADE/specialty store

Current Functions (Enter categories from instructions)

02A01 COMMERCE/TRADE/office building

02B03 COMMERCE/TRADE/law office

**7. Description**

Architectural Classification (Enter categories from instructions)

09 Commercial

08 MODERN MOVEMENT

Materials (Enter categories from instructions)

foundation 03 BRICK

walls (visible material) 03 BRICK

roof \_\_\_\_\_

other \_\_\_\_\_

**Narrative Description** ( SEE CONTINUATION SHEETS, WHICH MUST BE COMPLETED)

**8. Statement of Significance**

Applicable National Register Criteria (Mark "x" representing your opinion of eligibility after applying relevant National Register criteria)

- Yes  No  More Research Recommended
- Yes  No  More Research Recommended
- Yes  No  More Research Recommended
- Yes  No  More Research Recommended

- A Property is associated with significant events.
- B Property is associated with the lives of significant persons.
- C Property has distinctive architectural characteristics.
- D Property yields significant information in archaeology or history.

County Jasper  
City Newton

Address 110-112 N. 2<sup>nd</sup> Ave. E.

Site Number 50-01649  
District Number 50-01703

**Criteria Considerations**

- A Owned by a religious institution or used for religious purposes.
- B Removed from its original location.
- C A birthplace or grave.
- D A cemetery.
- E A reconstructed building, object, or structure.
- F A commemorative property.
- G Less than 50 years of age or achieved significance within the past 50 years.

**Areas of Significance** (Enter categories from instructions)

05 COMMERCE

**Significant Dates**

Construction date 1910  check if circa or estimated date  
Other dates, including renovation \_\_\_\_\_

**Significant Person**

(Complete if National Register Criterion B is marked above)

**Architect/Builder**

Architect \_\_\_\_\_

Builder \_\_\_\_\_

**Narrative Statement of Significance**  SEE CONTINUATION SHEETS, WHICH MUST BE COMPLETED

**9. Major Bibliographical References**

Bibliography  See continuation sheet for citations of the books, articles, and other sources used in preparing this form

**10. Geographic Data**

UTM References (OPTIONAL)

Zone	Easting	Northing	Zone	Easting	Northing
1	_____	_____	2	_____	_____
3	_____	_____	4	_____	_____

See continuation sheet for additional UTM references or comments

**11. Form Prepared By**

name/title Ferdinand J. Chabot, Commissioner  
organization Newton Historic Preservation Commission  
street & number 1700 N 4 Ave W  
city or town Newton state IA  
date 06-20-12  
telephone 641-792-6622  
zip code 50208

**ADDITIONAL DOCUMENTATION** (Submit the following items with the completed form)

**FOR ALL PROPERTIES**

- Map:** showing the property's location in a town/city or township.
- Site plan:** showing position of buildings and structures on the site in relation to public road(s).
- Photographs:** representative black and white photos. If the photos are taken as part of a survey for which the Society is to be curator of the negatives or color slides, a photo/catalog sheet needs to be included with the negatives/slides and the following needs to be provided below on this particular inventory site:

Roll/slide sheet # _____	Frame/slot # _____	Date Taken _____
Roll/slide sheet # _____	Frame/slot # _____	Date Taken _____
Roll/slide sheet # _____	Frame/slot # _____	Date Taken _____

- See continuation sheet or attached *photo & slide catalog sheet* for list of photo roll or slide entries.
- Photos/illustrations without negatives are also in this site inventory file.

**FOR CERTAIN KINDS OF PROPERTIES, INCLUDE THE FOLLOWING AS WELL**

- Farmstead & District:** (List of structures and buildings, known or estimated year built, and contributing or noncontributing status)
- Barn:**
  - A sketch of the frame/truss configuration in the form of drawing a typical middle bent of the barn.
  - A photograph of the loft showing the frame configuration along one side.
  - A sketch floor plan of the interior space arrangements along with the barn's exterior dimensions in feet.

**State Historic Preservation Office (SHPO) Use Only Below This Line**

Concur with above survey opinion on National Register eligibility:  Yes  No  More Research Recommended  
 This is a locally designated property or part of a locally designated district.

Comments: \_\_\_\_\_

Evaluated by (name/title): \_\_\_\_\_ Date: \_\_\_\_\_

Page 1

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Salmon Paint & Wallpaper	Jasper
Name of Property	County
110-112 N. 2 <sup>nd</sup> Ave. E.	Newton
Address	City

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## 5. Classification, cont'd.

The former Salmon Paint & Wallpaper is considered a building and is counted as a contributing resource to the Newton Downtown Historic District.

## 7. Description

### Site Description

T Salmon Paint & Wallpaper is located near the midpoint of the north side of the 100 block of N. 2<sup>nd</sup> Ave. E.; the building faces south. Its 36 foot wide frontage extends 132 feet to the alley on its north side. Parking is available on the south side of the property and a public sidewalk is flush with the building providing access to the primary entrance. Public alleys runs north and east of the building.

### Property Description

Like many of its neighbors on the north side of N 2<sup>nd</sup> Ave. E., this one-story rectilinear building does not fall neatly into any stylistic category. Simple and functional in design, with an open interior, it is typical of many mid-20<sup>th</sup> century small-town buildings. The former Salmon Paint & Wallpaper is a two story, double wide brick building constructed on a brick foundation. The building is visually defined by its mass and its commercial fenestration on its south façade. The building has historically been divided into two commercial businesses and each storefront has a single door and a large window adjacent to the door. A third single door at the middle of the façade opens to the second floor stairway. The lower and upper floors are faced with dissimilar colors of modular brick and a shed roof separates the two floors visually.

Portions of this 36' x 132' building's exposed east side, visible from the adjoining alley is of common brick, gently stepped downward from front to back. The lower portion of the exposed brick has been painted white. A private entrance opens onto the alley.

### Integrity Considerations

The former Salmon Paint & Wallpaper retains a generally high level of historic integrity and reflects a significant historic period in the life of the community. Many downtown buildings' facades were radically altered in the 1950's and 1960's in a drive to modernize the storefronts. The Salmon Paint & Wallpaper south façade was altered in this way ca. 1950. The present south façade is considered historic and its level of integrity as it relates to design, workmanship, and materials is high. As it relates to integrity of location, setting, and association, the building contributes to the integrity of feeling created by the generally intact commercial district found in Newton.

Page 2

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Salmon Paint & Wallpaper	Jasper
Name of Property	County
110-112 N. 2 <sup>nd</sup> Ave. E.	Newton
Address	City

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## 8. Statement of Significance

The building is considered a contributing resource to the Newton Downtown Historic District. The building is eligible under Criterion A in association with the history of Newton commerce, significant in its ability to contribute to our understanding of the evolution of the Newton business district and its impact on the economic success of the community of Newton.

### Historical Background

Newton was platted as the Jasper County seat in 1847. The commercial district grew up around the courthouse square with the earliest buildings, which commonly housed both commerce and dwellings, constructed of wood. The development of the downtown from its platting in 1846 to c.1890 is tied to its status as the county seat and the 1867 arrival of the Mississippi-Missouri Railroad. The character of the commercial downtown is recorded in images of the contiguous brick commercial Italianate buildings surrounding the courthouse square.

Beginning in the 1890s, it was industry, specifically the washing machine industry, that drove Newton's economy and the commercial success of its downtown. Due to the success and longevity of the Maytag Company, its history presents the greatest impact on Newton's downtown commercial district. From 1890-1920, a period in Maytag history marked by the company's incorporation and the development of the first electrically powered washing machine, a number of significant buildings were constructed in the Newton Downtown District. The addition of these buildings (and others) introduced a 20<sup>th</sup> century architectural sensibility to the district; moving the visual character away from the Late Victorian era Italianate style that had previously dominated the streetscapes.

During the decade of 1920 to 1930, Newton's population nearly doubled. The period is marked by the Maytag Company's ascension to the nation's leading manufacturer of washing machines. The economic prosperity brought by the company's success is reflected in the Newton Downtown Historic District with the construction of some of its most important buildings including the First Newton National Bank (1920) and the Maytag Hotel (1926). Both buildings lend a sense of importance to the downtown district. A number of smaller, though no less important buildings, including Bane's Restaurant, were also constructed during this period.

The visual character and composition of the downtown district remained generally constant through the Depression era and war years – a period when industry and commerce (including the Maytag Company) were focused on surviving and on supporting the war effort. The boom that came in the wake of Maytag's 1946 introduction of the automatic washing machine was apparent in the Newton Downtown Historic District by the mid-1950s. Between about 1954 and 1963 the downtown buildings underwent dramatic alteration, a nearly wholesale removal of the Italianate façades and replacement with those reflecting a mid-20<sup>th</sup> century Modern aesthetic. Buildings altered during that period line the streetscapes of the district. In addition to the Victorian era buildings that were re-faced during this time, a number of new buildings were constructed, their stylistic character reflective of the era.

# Iowa Site Inventory Form Continuation Sheet

Page 3

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Salmon Paint & Wallpaper	Jasper
Name of Property	County
110-112 N. 2 <sup>nd</sup> Ave. E.	Newton
Address	City

---

## 8. Statement of Significance, cont'd.

Although the washing machine industry in Newton is now a thing of the past, its mark on the Newton Downtown Historic District is undeniable.

### Property History

James V. Jack had his new double-wide building constructed at 108 and 110 N. 2 Ave. E. ca. 1910. He had the building divided into two storefronts and leased the storefronts to a variety of businesses over the next twenty-five years. Jack had the east portion of the building altered with an 88 foot addition to the north end of the building. This extended the east portion to a length of 132 feet and to the north alley.

In 1935, Floyd and Thelma Salmon purchased the property and opened their business, Salmon's Paint & Wallpaper, in the east half of the building. In 1945 Salmon had the west portion of the building altered with an 88 foot addition to the north. This extended the building to a length of 132 feet and to the north alley. They continued to lease the west half of the building to a variety of businesses over the next 50 years. Most notable among those businesses was Goeke Shoe Repair, Morris Paint Company which followed Salmon's Paint & Wallpaper in the east half of the building and the Newton Chamber of Commerce which leased the west half of the building for 15 years.

Floyd Salmon was an interior decorator who developed methods for preserving and refinishing old furniture without removing the old finish. Among his developments was a product he called, "Salmon's New Wood" which he started marketing in 1954 to wholesalers and retailers. This continued on a widespread basis through the mid 1980's. Salmon joined business colleagues in the early 1950's in believing that the time had come to modernize the old facades of downtown businesses. Salmon had the south façade altered to remove the second floor window bump-outs, make the first and second floors co-planer, and modernize the storefronts with new doors and display windows.

In 1985, Dave Birkenholz purchased the property from the Salmon family. Birkenholz Realty was opened in the west half of the building and a new law firm, Matthias, Tyler, Nuzum Law, leased the east half of the building. Birkenholz had a contractor alter the south façade by replacing the first floor brick veneer, the windows on the first and second floors, and the first floor doors and adding a shed roof to separate the first and second floors visually. These two businesses continue to occupy those spaces until the present.



Page 5

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Salmon Paint & Wallpaper	Jasper
Name of Property	County
110-112 N. 2 <sup>nd</sup> Ave. E.	Newton
Address	City

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**11. Additional Documentation – Maps**

**PARCEL MAP - AERIAL VIEW - 2011**



(IMAGE SOURCE: <http://beacon.schneidercorp.com>. Accessed June 2011.)

**The location of the resource is indicated by the shaded area and an upward pointing arrow.**

Iowa Department of Cultural Affairs  
State Historical Society of Iowa  
**Iowa Site Inventory Form  
Continuation Sheet**

Site Number **50-01649**  
Related District Number 50-01703

Page 6

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Salmon Paint & Wallpaper

Jasper

Name of Property

County

110-112 N. 2<sup>nd</sup> Ave. E.

Newton

Address

City

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**11. Additional Documentation, cont'd.**

**Photographs**



(IMAGE SOURCE: Sue Smith - 2011)

**View of the resource looking north across N. 2<sup>nd</sup> Ave. E.**



Page 7

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Salmon Paint & Wallpaper	Jasper
Name of Property	County
110-112 N. 2 <sup>nd</sup> Ave. E.	Newton
Address	City

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### 11. Additional Documentation, cont'd.

#### Photographs



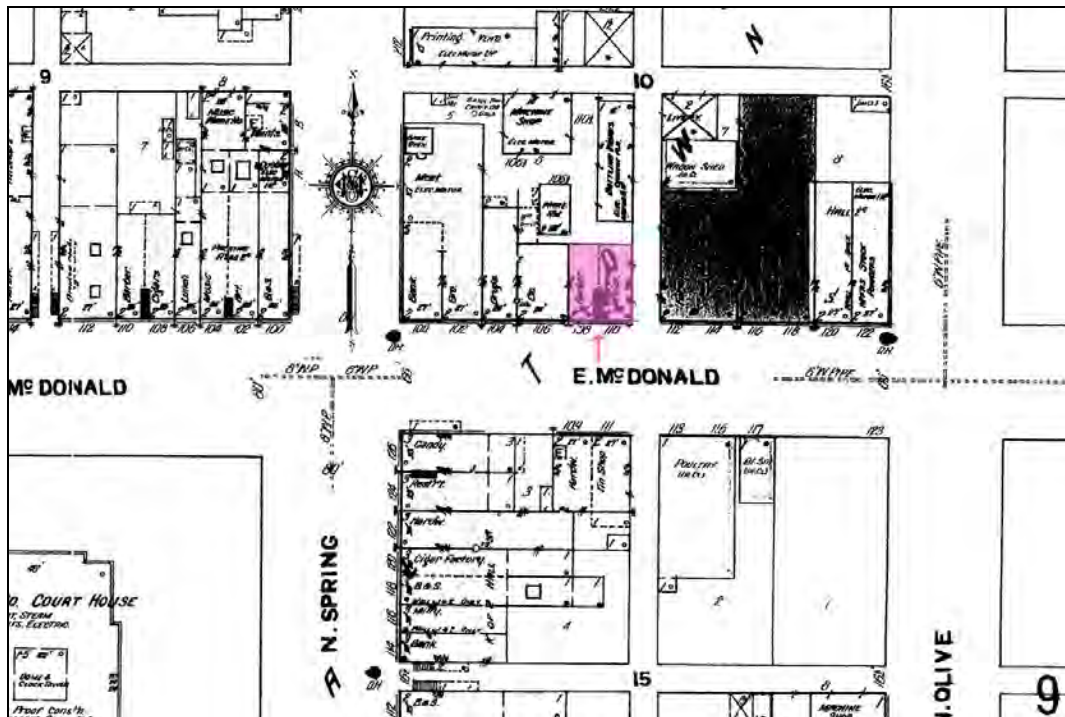
(IMAGE SOURCE: Sue Smith - 2011)

**The resource is the building with white painted brick at the left side of the photograph. This view looks northwest across N. 2<sup>nd</sup> Ave. E.**

Salmon Paint & Wallpaper	Jasper
Name of Property	County
110-112 N. 2 <sup>nd</sup> Ave. E.	Newton
Address	City

**11. Additional Documentation, cont'd.**

**FIRE INSURANCE MAP – 1911**



(MAP SOURCE: Sanborn Company Fire Insurance Map, 1911)

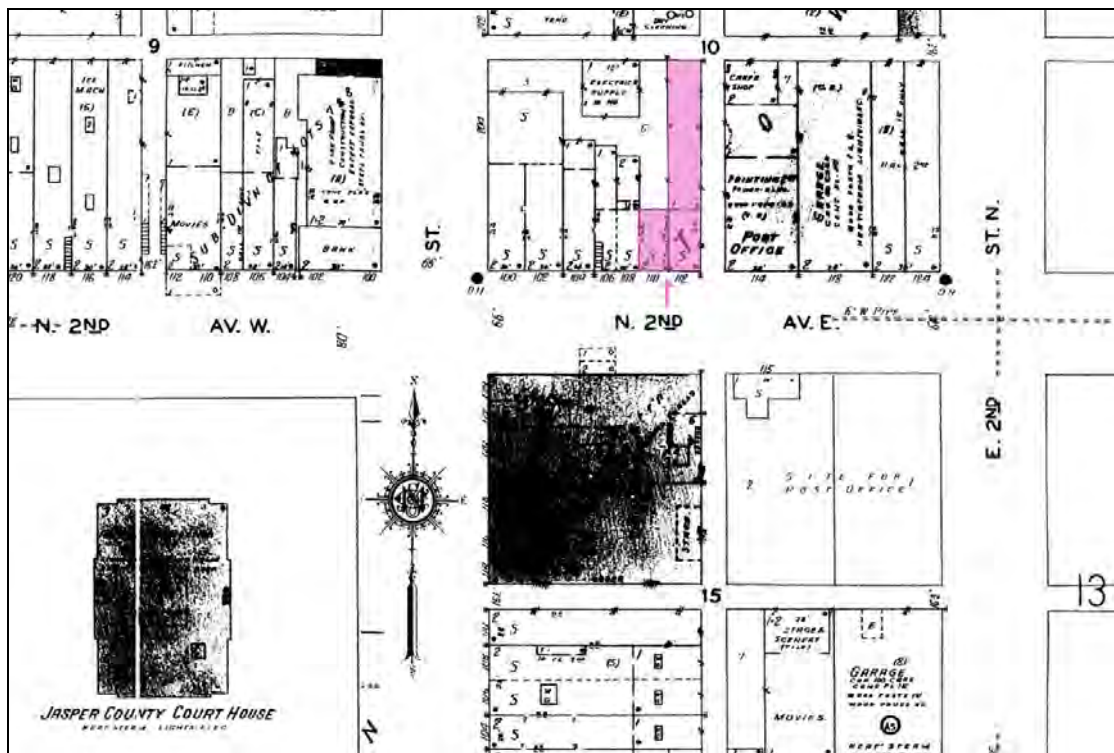
The location of the resource is indicated by the upward facing arrow. The street address is 108-110 N. 2 Ave. E.

Page 9

Salmon Paint & Wallpaper	Jasper
Name of Property	County
110-112 N. 2 <sup>nd</sup> Ave. E.	Newton
Address	City

**11. Additional documentation, cont'd**

**FIRE INSURANCE MAP – 1927**



(MAP SOURCE: Sanborn Company Fire Insurance Map, 1927)

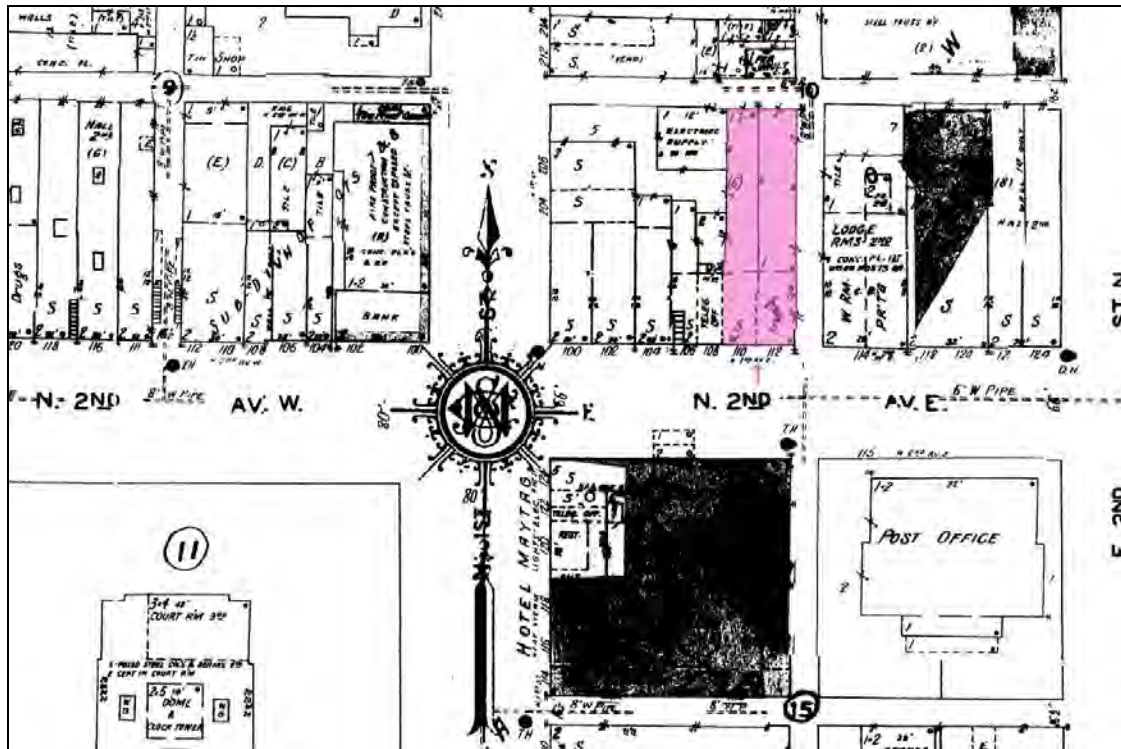
The resource is shaded and indicated by an upward facing arrow. This map shows the alteration of the east half of the property which extended the building to a length of 132 feet to reach the alley at its rear. Also, this image shows the division of 106 N 2 Ave E into two properties, labeled here as 106 and 108 N 2 Ave E. Also, the city changed the resource's address to 110-112 N 2 Ave E.

Page 10

Salmon Paint & Wallpaper	Jasper
Name of Property	County
110-112 N. 2 <sup>nd</sup> Ave. E.	Newton
Address	City

**11. Additional documentation, cont'd**

**FIRE INSURANCE MAP – 1949**



(MAP SOURCE: Sanborn Company Fire Insurance Map, 1949)

The resource is shaded and indicated by the upward facing arrow. By 1949 the left portion of the building has been extended to a length of 132 feet to reach the north alley.

Page 11

Salmon Paint & Wallpaper

Jasper

Name of Property

County

110-112 N. 2<sup>nd</sup> Ave. E.

Newton

Address

City

### 11. Additional documentation, cont'd

#### HISTORIC IMAGES – ca. 1906



(IMAGE SOURCE: Jasper County Historical Museum)

This view looks northwest along the north side of the 100 block of East McDonald St. (which became N. 2<sup>nd</sup> Ave. E. in 1911). The resource is the third building from the right in this photograph. The double building was constructed between 1906 and 1911, which helps date the photo.

Page 12

Salmon Paint & Wallpaper	Jasper
Name of Property	County
110-112 N. 2 <sup>nd</sup> Ave. E.	Newton
Address	City

**11. Additional documentation, cont'd**

**HISTORIC IMAGES – ca. 1954**



200 blk N 2 Av E, early 1950s;  
from Jasper Co. Bank booklet  
(1955 or '1956)

(IMAGE SOURCE: Jasper County Historical Museum)

Looking northwest along the north side of the 100 block of East McDonald St. (which became N. 2<sup>nd</sup> Ave. E. in 1911). The resource is the fourth building from the right in this photograph. The double building was constructed between 1906 and 1911. Its south facade was altered ca. 1950 to remove the projecting second floor window bump-outs. The south façade is now in one plane from the first floor up to the roof line.

Iowa Department of Cultural Affairs  
State Historical Society of Iowa  
**Iowa Site Inventory Form  
Continuation Sheet**

Site Number **50-01649**  
Related District Number 50-01703

Page 13

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Salmon Paint & Wallpaper	Jasper
Name of Property	County
110-112 N. 2 <sup>nd</sup> Ave. E.	Newton
Address	City

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### 9. Bibliographic References

*A History of Newton, Iowa*, by Larry Ray Hurto, Curtis Media Corporation, Dallas, Texas, 1992.

#### Internet resources

Jasper County Assessor [www.iowaassessors.com](http://www.iowaassessors.com)

National Register of Historic Places [www.nps.gov](http://www.nps.gov)

Iowa State Historic Preservation Office

Database of Iowa resources [www.iowahistory.org](http://www.iowahistory.org)  
*Berry Bennett, Inventory & Information Management*

Topographic Maps

Source for USGS Topographic maps [www.beaonschneidercorp.com](http://www.beaonschneidercorp.com)